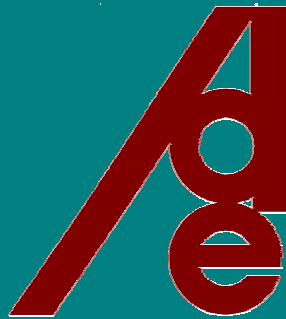


Milpitas Comprehensive Economic Development Strategic Plan



Presented by

DOUG SVENSSON

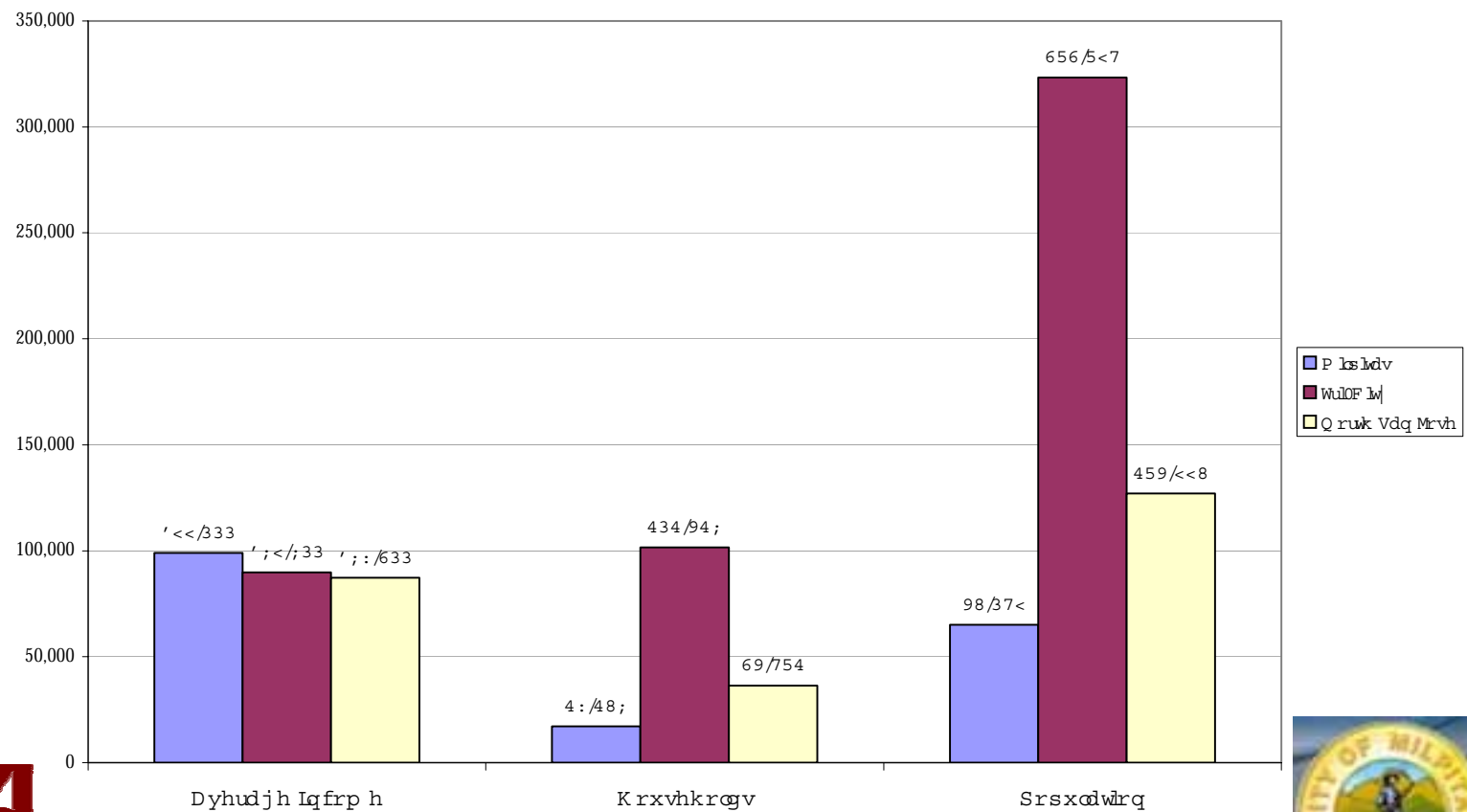
KATHIE STUDWELL

Applied Development Economics

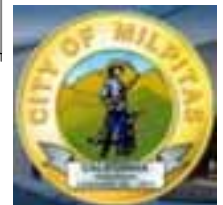
June 21, 2004



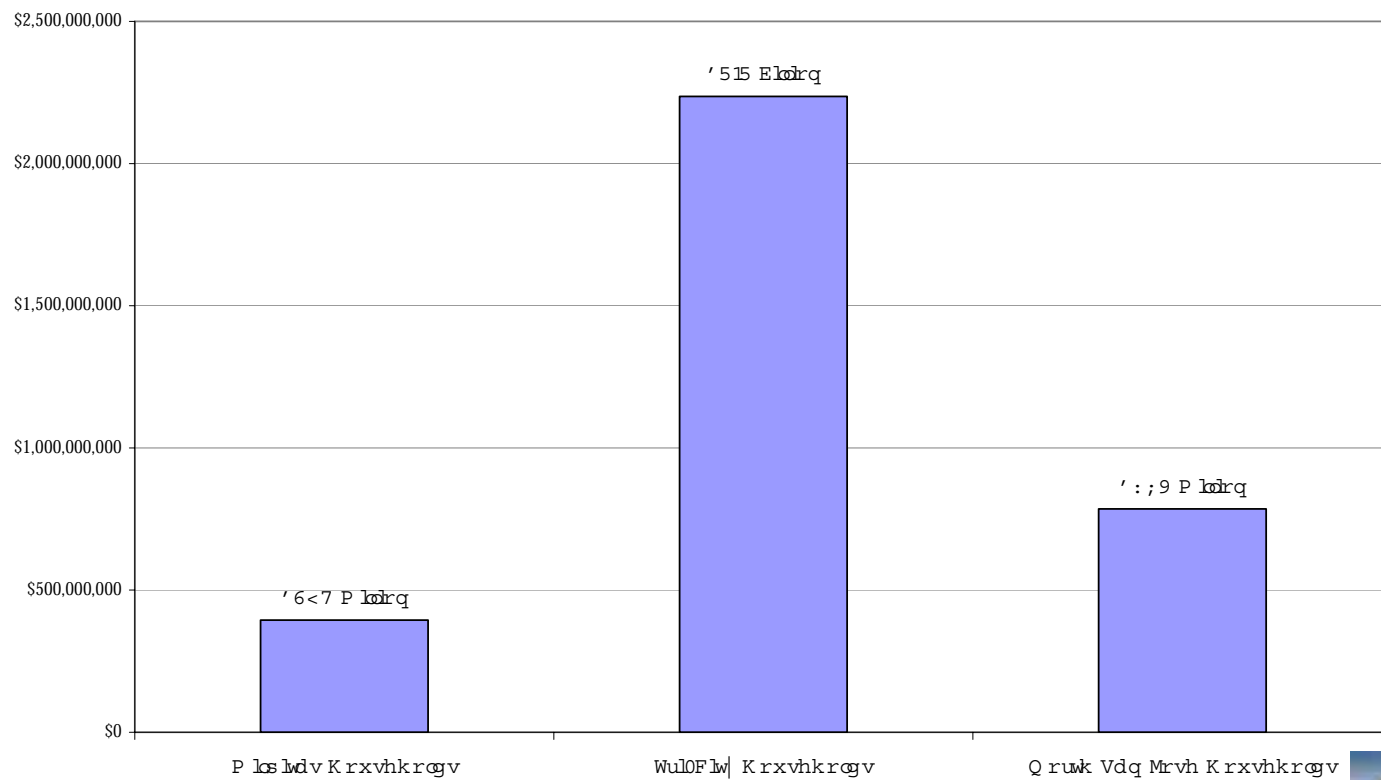
Demographic Trends



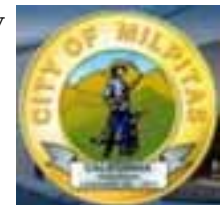
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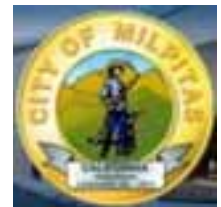
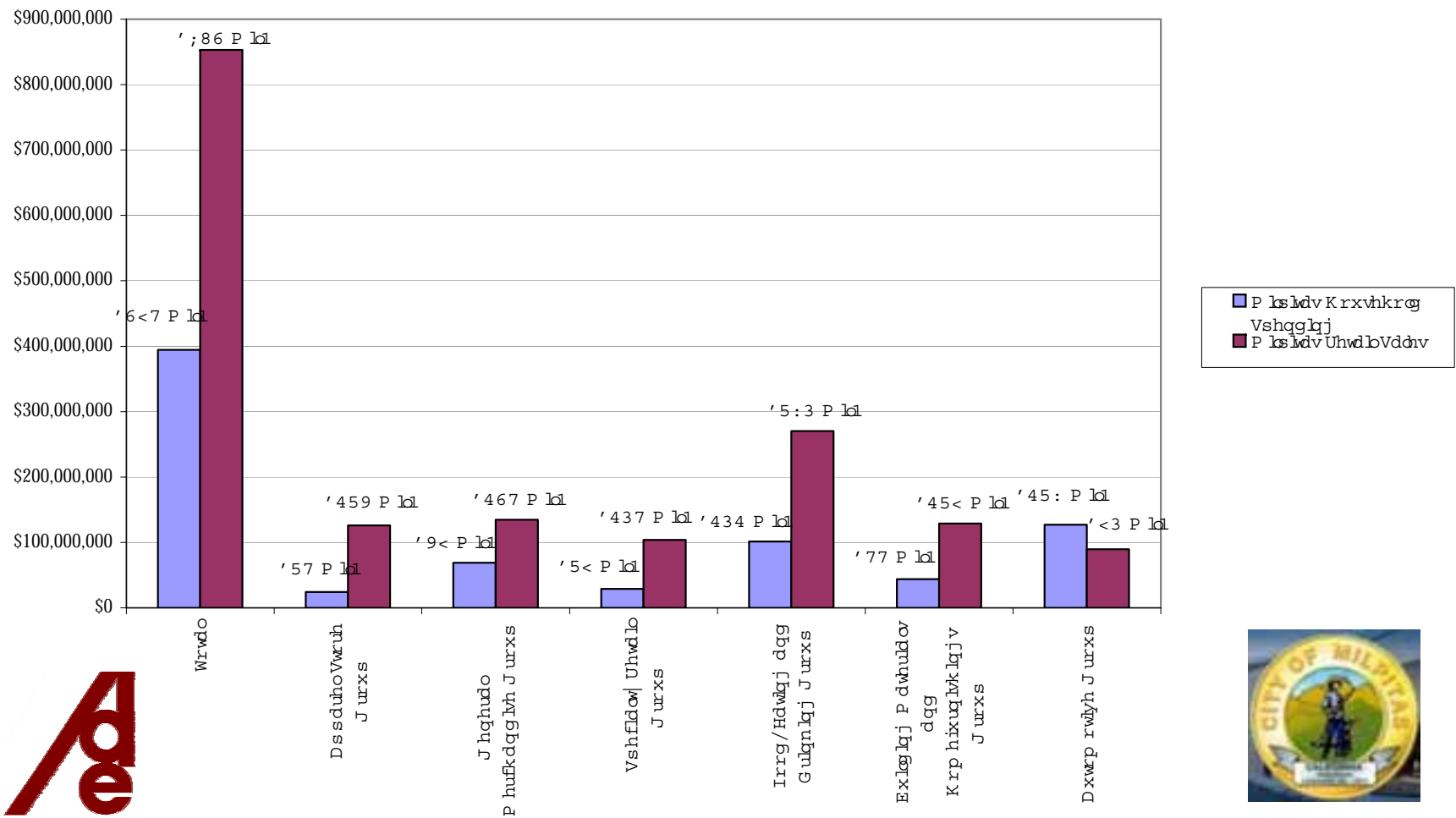
Comparison of Household Spending



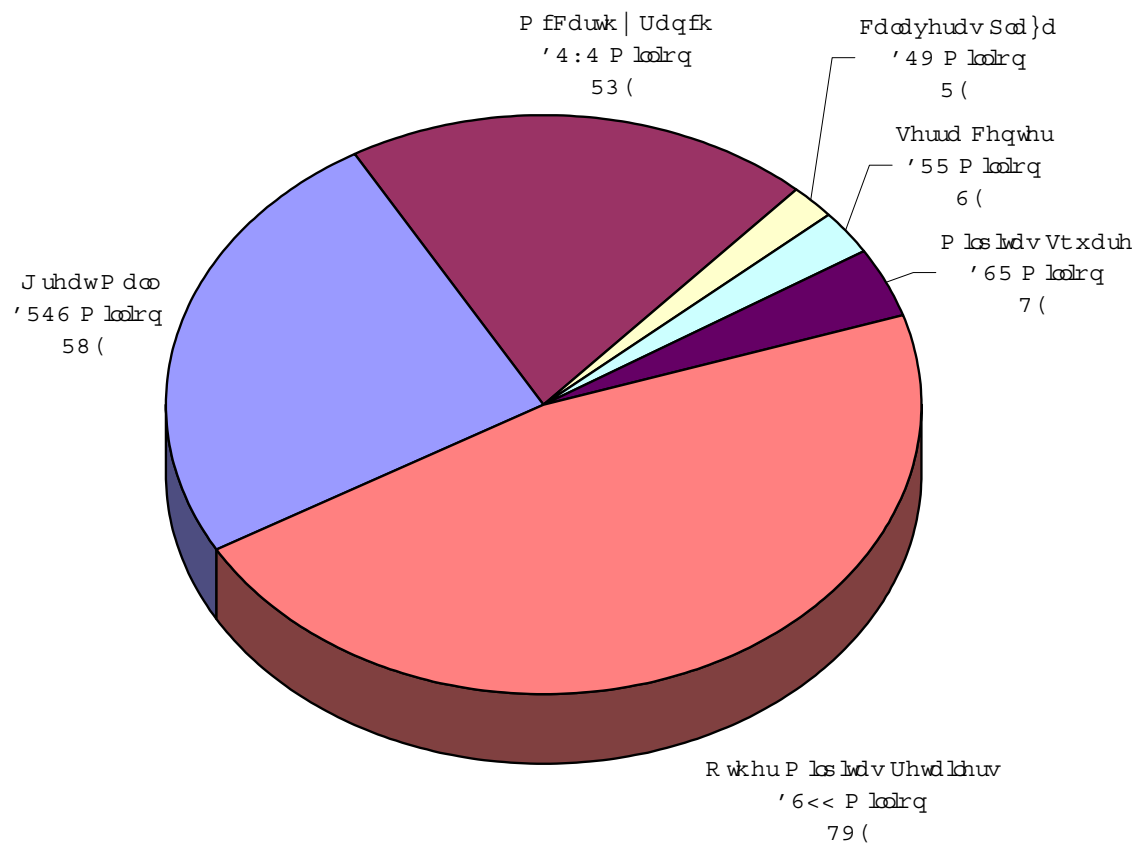
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Milpitas Retail Sales and Spending



Retail Sales by Major Center



Milpitas Daily Commute Pattern

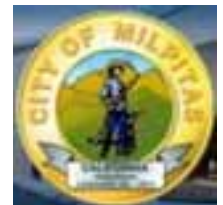
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Business Survey Approach

- **PREPARATORY STEPS**

- Survey Purpose and Content
 - General information
 - Plans and Trends
 - Customer base
 - Workforce
 - Business climate issues
- Survey Testing
- Mailing List

June

- **SURVEY ADMINISTRATION**

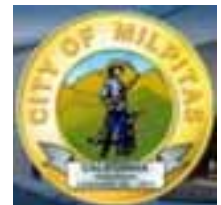
- Finalize Survey and Mailout

June

- **DATA ANALYSIS**

- Data Entry
- Report Findings

July/August



Schedule

Milpitas Economic Development Planning Plan for Public Outreach June 21, 2004

- June 2004
- Business Survey – compose, test, mail out
 - EDC Interviews
 - Executive Interviews – up to 15 total

- July
- Business Survey – tabulate responses, analyze data
 - Executive Interviews Continue
 - Focus Groups

- August
- Business Survey – report on findings
 - Executive Interviews Continue
 - Focus Groups Continue

- September 13
- Public Forum at City Hall

